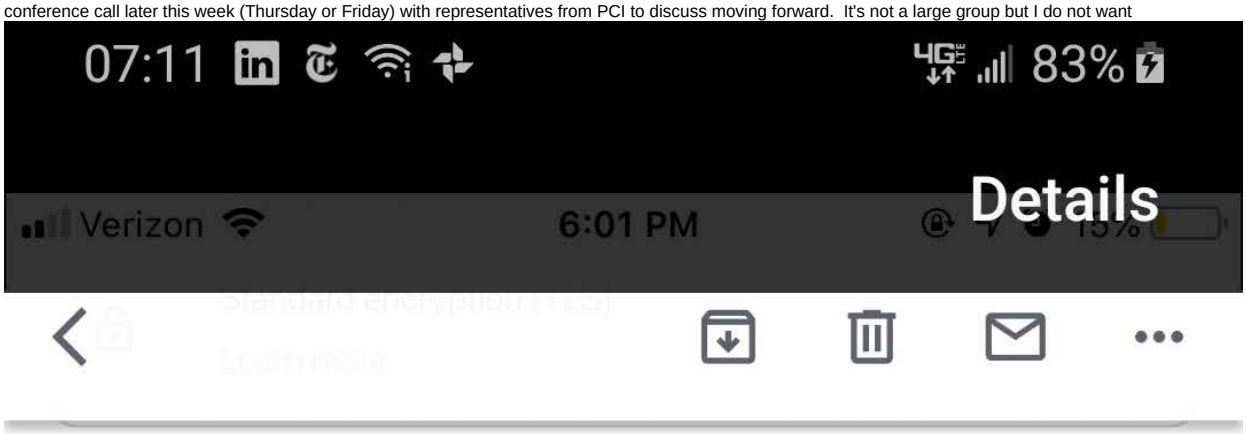
From: Hughes, Ernie
To: Monise Brabham
Subject: Conference call to discuss alumni directory
Date: Sunday, September 08, 2019 7:30:35 AM

Monise, good morning. I will assemble my team this week to discuss the backlash we are receiving from the alumni directory launch. I would like to have a conference call later this week (Thursday or Friday) with representatives from PCI to discuss moving forward. It's not a large group but I do not want



IMPORTANT: Verification of Truman State University alumni data is now needed. Please Call 1-866-538-6627 within 7 Days.

Brittany,

Truman State University recently launched a comprehensive alumni data verification project.

We've assembled the information currently listed in our alumni files and now **need your help** to confirm the accuracy of your data and fill in any information gaps.

Up-to-date alumni information will be critical in assembling our upcoming alumni directory, developing career placement guides to benefit our students and alumni, and determining our ranking in national evaluations. If we do not hear from you, we are planning to print what we have on file.

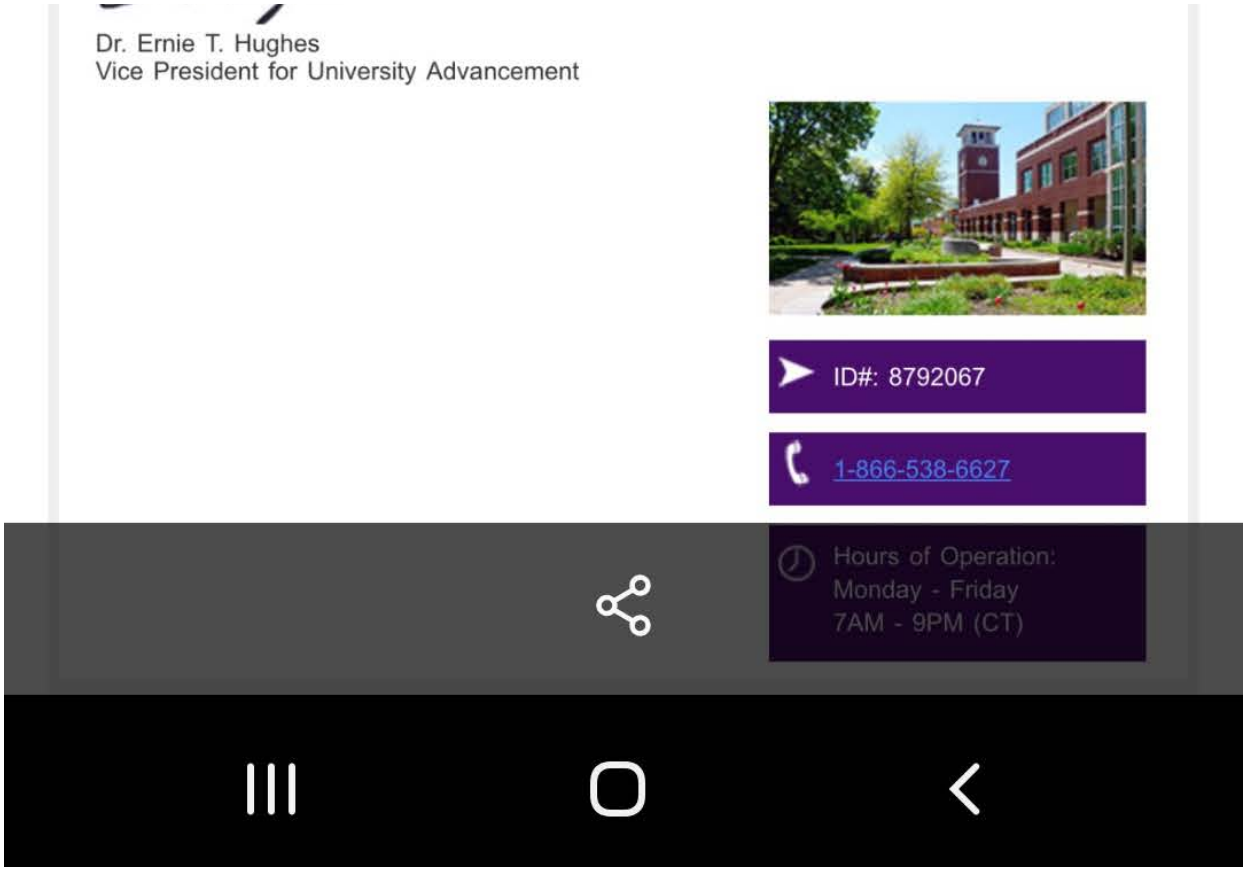
Please call 1-866-538-6627 (toll free) to take care of this important matter today.

Your prompt assistance is greatly appreciated. Please call the Truman State University Hotline at 1-866-538-6627 to verify your data today.

For more information about the project, go to https://www.truman.edu/alumni-donors/alumni-directory-project/.

Bulldog Forever!

Sincerely,



this project to fail.

Below is a response from one alumni.

Sent from my iPhone

Subject: concerns about alumni directory

I am an alumna of Truman ('04) and I recently shared concerns with Dr. Hughes about the alumni directory solicitation he recently sent out.

Essentially, I called the number provided and the representative was very pushy. The kind of high-pressure sales techniques he used were not at all the kind of experience I am used to having in anything related to Truman. Of note, he refused to let me opt-out of the project and continually kept asking for personal stories in response to my clearly stated requests to not share my private information - almost as though it were a technique intended to distract me from making the request in the first place. (As I'm sure you know, this is contrary to what Truman's website says is supposed to happen.) It was all very strange and very concerning.

But then I started thinking about it more, and I wondered: when did I give Truman permission to share my personal information, like my address and phone (to say nothing of things like marital status!), with an outside company? And why would Truman say that, if I didn't actively take steps to prevent my information from being published, that this company would be allowed to go ahead and publish my information? Since when is this the way a trusted institution behaves?

So all of this has really left a bad taste in my mouth. (Again, I emailed Dr. Hughes days ago and he has not responded.)

I would like to request two things:

1) That Truman communicate with the company to ensure that they will not print my information - I do not consent to being part of this project in any shape or form;

and

2) That Truman put me on a do-not-share list that will ensure that any data the institution has about me is not shared, sold, rented, etc. to any third parties.

I would appreciate a response on this matter. Thank you very much for your time.

Best,

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